[](http://www.bing.com/images/search?q=google+plus+logo&qpvt=google+plus+logo&FORM=IGRE#view=detail&id=FC20315BA49E92284AD6CC75BE80C01650E16D0B&selectedIndex=2) Google+ Group

Community Management Project – UW SMC Winter 2013

**Milestone #1 GOST Document**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| GOALS | OBJECTIVES | STRATEGIES | TACTICS | MEASUREMENT | NOTES |
| *Reasons we are doing this for our program* | *Specific, actionable and quantifiable things we want to accomplish with our channel.* | *Guiding Principles or general directions on how to accomplish our channel objectives* | *Tangible output we will create to meet the objectives using our channel* | *What we will track and measure to determine our channels success* | *Issues we need to address or questions we need to answer* |
| PRIMARY GOAL #1 |  |  |  |  |  |
| Increase visibility of UW SMC students in the Seattle social media community | Generate 5 or more page 1+s per week | Reach out to other areas social media channels | Daily community engagement on external G+ pages and communities | Engagement on external posts:   * Page 1+s * Post 1+ * Shares | What sort of content has worked best for the past team? How can we get people onto this platform? As someone who doesn't use it regularly, what does the platform provide that the others can't, that we can capitalize on? |
| PRIMARY GOALS #2 |  |  |  |  |  |
| Position UW SMC students as thought leaders in the field of social media | Generate 10 or more  1+s on posts, comments, or sharesper week | Produce content relevant to social media field | Create editorial calendar, hang-out at another channel, and weekly live chats | * # of posts on own channel page * 1+s on posts * 1+ on comments * # of shares | We’ll need to decide on a timely, relevant topic and research enough to qualify as thought leaders. Also need to determine date and time, logistics, etc. |